VERSION 1.0

Brand Style Guidelines

Kaci HELP

03 Logo Overview

08 Brand Colors

10 Typography

13 Logo Usage

Logo Overview.

The Brand's Logo

Both Logos can be used interchangeably depending on the situation.

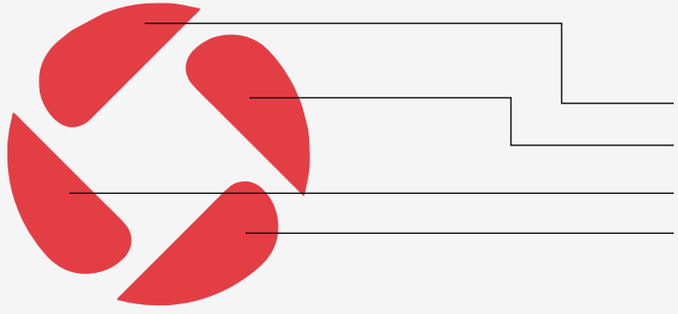
A Mascot Icon

An Abstract Icon

The brand’s logo explained

The name **Kaci** is primarily a gender-neutral name of Irish origin that means vigilant In War. In American origin, **Kaci** means "alert, watchful". **Kaci** has different variant names with mostly girls but boys also bear it. So its an universal name.

This composed symbol became Kaci’s emblem signifying an all-in-one automated assistant that can get real-time updates, confirm doubts, report problems, request for services and many more.



The different shapes used represent different sections or modules band together to help and achieve a purpose. This translates to “assistant “ and “loyalty.”

The mascot face is a head representation of Kaci as a female. The mascot head can have different expressions and can be added to a body with different clothes.

Corporate logo & brandmark

Logo symbol

Consists of an abstract icon and a mascot icon that can be used interchangeably.

Logo title

Carefully chosen for its modern and refined, highly legible style, The font that is used here is Trueno.

Kaci

Kaci

The full logotype

A combination Logo. The Corporate Logo comprises two elements, the logo symbol and logo type.

Logo with tagline

Logo variations

Kaci

Kaci

Kaci
HELP

Kaci
HELP

Kaci

Kaci

Kaci
HELP

Kaci
HELP

Brand Colors

Colour palette

Primary

#E53E45
R:229 G:62 B:69
C:4 M:96: Y:84 K:0

Primary

#222222
R:34 G:34 B:34
C:75 M:68: Y:66 K:90

Typo Graphy

Primary typeface

Trueno

Aa

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § $ % & / ( ) = ? ` ;
: ¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« € ® † Ω ¨ ⁄ ø π • ± '
æ oe @ Δ ° ª © ƒ ∂ , å ¥ ≈ ç

Secondary typeface

Neuro political Rg

Aa

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § $ % & / ( ) = ? ` ;
: ¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« € ® † Ω ¨ / ø ⊓ • ± '
æ oe @ Δ ° ª © ƒ ∂ , å ¥ ≈ ç

Logo Usage

Secondary typeface

On light backgrounds

On white backgrounds

On coloured backgrounds

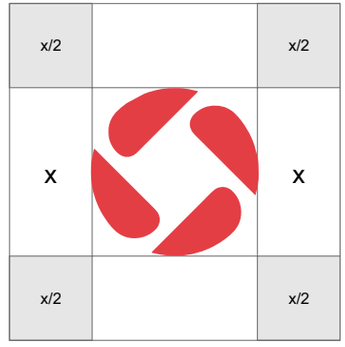
On dark backgrounds

On backgrounds with images

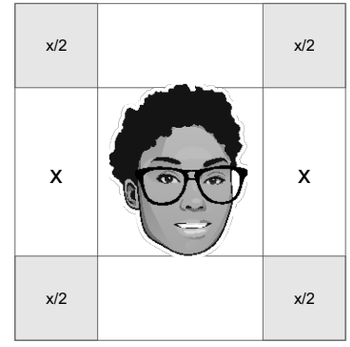
Logo clearspace and computation

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Clearspace Single Logomark



Clearspace Single Logomark



Clearspace Full Logomark

Clearspace Full Logomark

Logo placement dos and don’ts

Good white spacing around your logo makes it more appealing and balanced to the eye.

DO ✓

DO ✓

DO ✓

DON’T ✗

DON’T ✗

DON’T ✗

On Banners

DO ✓

DO ✓

DON'T ✗

DON'T ✗

Brand Style Guidelines

Kaci